



PRESS RELEASE
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Leading Swiss health and Insurtech company dacadoo turns ten years old, keeps shaping the digitalization efforts of life and health insurers worldwide with digital health engagement and health risk quantification

Zurich, Switzerland – the pioneering growth-stage health and Insurtech company dacadoo celebrates its tenth-year anniversary stronger than ever.

dacadoo, founded in Zurich, Switzerland in November 2010, develops technology solutions for digital health engagement and health risk quantification, partnering with insurers as well as corporate health service providers to bring its technology to market worldwide. The dacadoo Digital Health Engagement Platform helps users live healthier and more active lives through a combination of motivational techniques from behavioral science, gamification and social networking, as well as artificial intelligence and automated coaching.

Besides the Digital Health Engagement Platform, the cutting-edge tech company also supports accelerated underwriting and dynamic pricing through its health risk quantification offering provided with the Risk Engine for insurers, which calculates relative risks on various mortalities and morbidities in real time.

The go-to-market was always focused on a Business-to-Business-to-Consumer (B2B2C) approach and the client base has grown significantly in the past years on a worldwide basis, with clients such as Aon, Manulife, T&D Holdings, Falck Healthcare, Seguros Unimed, Generali Hellas and strategic partners such as Accenture, Oracle and Loylogic.

Working to make the world a healthier place

From its early stages, dacadoo has dedicated its work to find a scientific and holistic solution to measure health globally. The company spent five years developing its Health Score with the help of data scientists, doctors, psychologists and the engine is now based on over 300 million person years of clinical data. The dacadoo Health Score is in process of establishing itself as a global standard, allowing an individual's overall health to be measured in a single number ranging from 0 to 1,000.

Due to its hard work in the fields of health and wellbeing, dacadoo has been recognized by many international awards, as recently by the [MongoDB 'Data for Good' and 'Innovator of the Year' Award](#), which seeks to bring a spotlight to creators that are taking on some of the most challenging issues affecting society and the planet, transforming the future and making the world a better place.



A glimpse into the future

Peter Ohnemus, President & CEO of dacadoo, states: “Today is a historical day for me. As dacadoo turns ten years old, I’m able to look back at all that we have achieved during this time with great pride and awe.”

Ohnemus continues, “We currently support over 35 of the top 100 life & health insurance companies, which place their trust in our digital solutions. We also have over 100 filed patents around our intellectual property, showing our growth and our commitment to making health measurable and understandable.”

“As insurance is becoming digital, I am very excited about what our team of over 115 employees will work on during the next few years, to keep dacadoo driving the digital revolution of insurance globally. I thank each and every single employee, partner, customer and investor from the bottom of my heart; we could have never achieved so much without their support and trust.” Ohnemus wraps up: “Here’s to another successful ten dacadoo years!”

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About dacadoo

dacadoo licenses its Digital Health Engagement Platform, including its Health Score, to Life & Health insurance operators (B2B), supplying Insurtech and health-tech solutions to over 35 of the top 100 Life & Health insurance operators globally. Available in over 15 languages, dacadoo’s technology is provided as a fully branded, white label solution or it can be integrated into customers’ products through its API. Through its ‘Connect, Score, Engage’ offering, dacadoo supports Life & Health operators to motivate their clients to lead healthier lifestyles through its SaaS-based Digital Health Engagement Platform. dacadoo also provides its Risk Engine, which calculates relative risk on mortality and morbidity in real-time. dacadoo has over 115 employees across locations in Europe, North America and Asia-Pacific and over 100 filed patents around their digital Life & Health solutions.

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